Nadia Malik

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Education

University of Michigan **May 2026**
BSI User Experience Research and Design, BBA (Minor), Entrepreneurship (Minor) *Ann Arbor, MI*
- GPA: 3.88/4.00
- Honors Designation (2023, 2024, 2025, 2026); Entrepreneurship Leadership Program (2024, 2025)

Relevant Coursework

Human-Computer Interaction, Digital Product Design, Object-Oriented Programming, AI Native Design

Experience

Oracle **July 2024 – Sept 2024, July 2026 – Present**
Product Manager *Redwood Shores, CA*
- Served as outbound voice of the customer PM across Adoption, CX, UX teams, reintegrating UXR methods into agentic AI workflows and translating research into product requirements that cut issue detection and root-cause analysis time 44%.
- Drove product analysis by synthesizing behavioral data from 7 A/B tests and 10,000+ Oracle Cloud implementations, translating qualitative and quantitative usage patterns into a re-architected notification system for Cloud Success Navigator.
- Led the cross-functional redesign of AI Success Navigator, uncovering unmet stakeholder pain points through direct customer research and shipping personalized widgets that cut navigation time to Agents and Skills by 30%.
- Defined and tracked OKR/KPI metrics for a streamlined CSM dashboard, achieving 100% stakeholder approval in user testing while driving end-to-end launch enablement across a B2B enterprise design initiative.

PricewaterhouseCoopers (PwC) **June 2025 – August 2025**
Management Consulting Intern *New York City, NY*
- Scaled AI training data, sanitized 24+ documents, leading data privacy compliance, reducing irrelevant AI outputs by 30%.
- Defined conversational architecture and evaluation frameworks for internal AI PM model, developing 3 core user personas, mapping success metrics and pain points, managing end-to-end product design across a cross-functional stakeholder group.
- Built executive-ready GTM strategy for a 4M+ member healthcare tech transformation, translating AI capability constraints and edge cases into actionable business guidance with new AI project management tool.

Tapsta AI-native Fintech Startup **April 2023 – September 2024**
Founding Product Manager *McLean, VA*
- Owned end-to-end product strategy for an AI-native fintech startup, scaling the platform from 0-to-1 through Series A valuation.
- Designed 96 high-fidelity Figma prototypes, establishing information architecture and AI-assisted personalization models for deal discovery and relevance, as scoped against full GTM delivery requirements.
- Leveraged AI for product development: used AI-assisted tools to accelerate wireframe generation, user interview synthesis, accessibility optimization, then applied creative direction to ensure distinctive outputs.

Lume Health Startup **April 2024 – January 2025**
Product Designer *San Francisco, CA*
- Translated complex biomedical technical data into intuitive cross-device visual systems for multiple audiences, boosting user comprehension and engagement for a health tech wearable and iOS-based app (10K+ downloads) by 40%.
- Shipped a cross-platform website, tripling traffic, instrumenting onboarding performance and engagement post-launch.

SoFi **October 2023 – January 2024**
User Experience (UX) Research Intern *Ann Arbor, MI*
- Led customer research to optimize app onboarding flows by 20%, identifying friction points and shaping product messaging across Invest and Bank sectors.
- Created the first cross-functional heuristic scorecard, standardizing design research and evaluation process across teams.

Project Experience & Leadership

Spark Social Impact Consulting | *President, Project Lead* **January 2023 – May 2026**
- Led client-facing consulting engagements, managing team deliverables and establishing long-term partnership with Invest Detroit.
- Conducted deep-dive audits of clients' POS platforms, synthesizing user journeys into technical requirements, translating user pains into actionable UX and SEO redesigns delivered by my team for 3 small business clients.

Survey of Consumers | *Product Designer* **August 2025 – May 2026**
- Redesigned data-heavy economic sentiment website used by Wall Street from problem definition to shipped prototypes, validated 2 rounds of 8 usability tests, using AI to surface edge cases, draft PRDs, accelerate component and design system work.

Technical Skills

Design/Research: UX Research, A/B Testing, AI Product Strategy, Figma, Prompt Engineering, AI Model Evaluation
Technical: Python, Claude Code, Codex, Conversational AI, Model Evaluation, GTM Strategy, B2B enterprise SaaS

Ask Me About

Books (high fantasy, philosophy, historical), AI x design systems, Disruption in design, Studio Ghibli films, Maximalism